

#C DFA07-017

SECRETARY KAWAMURA APPOINTS 13-MEMBER ADVISORY BOARD OF DIRECTORS FOR LEAFY GREENS MARKETING AGREEMENT

Participation now more than 90 percent of volume

SACRAMENTO, February 13, 2007 – CDFA Secretary A.G. Kawamura has appointed a 13-member advisory board of directors for the Leafy Greens Marketing Agreement. Each board member represents a signatory to the agreement. The appointees are as follows:

Salinas-Watsonville-San Joaquin Valley-Kern County District

Tom Nunes, The Nunes Company
Joe Pezzini, Ocean Mist Farms
Jamie Strachan, Growers Express LLC
Alec Leach, Taylor Farms
Eric Schwartz, Dole Fresh Vegetables, Inc.
John D'Arrigo, D'Arrigo Bros of California
Dave Eldridge, NewStar Fresh Foods

Oxnard-Santa Maria District

Chris Deardorff, Deardorff Family Farms
Ryan Talley, Talley Farms
Mitch Ardantz, Bonita Packing Company

Blythe-Imperial Valley District

Jack Vessey, Vessey and Company
Eric Wexler, Tanimura and Antle
Joe Colace, Five Crowns Marketing

10 alternates have been named, as well. They are:

Salinas-Watsonville-San Joaquin Valley-Kern County District

Bardin Bengard, Bengard Ranch Inc.
Charles Sweat, Earthbound Farms
Tom Russell, Pacific International Marketing
Andrew Cummings, Metz Fresh
Ron Ratto, Ratto Bros Inc.
Steve Church, Church Bros Produce
Phil Adrian, Coastline (Sunridge Farms)

Oxnard-Santa Maria District

George Boscovich, Boscovich Farms
Glenn Teixeira, Teixeria Farms
Victor Tognazzini, Gold Coast Farms, Inc.

A public member will also be named.

The board will work together to make recommendations on the operation of the marketing agreement to the secretary and CDFA, which act as facilitators as defined in the California Marketing Act of 1937.

The first meeting of the board has been scheduled for Friday February 23, at 9 a.m., at the Heidrick Ag History Center, 1962 Hays Ln., Woodland, CA.

The marketing agreement was created by the leafy greens industry and will utilize an inspection program to verify that leafy greens handlers are complying with their own standards. Handlers are middlemen through whom the product moves from field to retail.

To date, signatories participating in the marketing agreement represent more than 90 percent of leafy greens produced in California. Sign-ups will be accepted until April 1.

A link to the marketing agreement may be found here: California Leafy Green Products Handler Marketing Agreement (PDF)

<http://www.cdca.ca.gov/mkt/mkt/pdf/leafygreens.pdf>

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The California Department of Food and Agriculture protects and promotes California's \$31.8 billion agricultural industry. California's farmers and ranchers produce a safe, secure supply of food, fiber and shelter; marketed fairly for all Californians; and produced with responsible environmental stewardship.